INSIGHT

A NATURAL
INSPIRATION

A ESSENTIAL
CHOICE,

A PASSION
FOR HAIR.

INSIGHT

is a line formulated in our laboratory to create a synergic action between the ancient wisdom of phyto-extracts and phyto-oils and the ethical choice to work using organic ingredients. Nature is our source of inspiration.

UNCONVENTIONAL AND INNOVATIVE FORMULATIONS

aimed to safeguard the health and shine of hair through a meticulous selection of raw materials, while ensuring the absolute perfection of styling and a professional know-how.

SIMPLICITY + EFFECTIVENESS IS OUR CHOICE.

THE INSIGHT PRODUCTS

are **nourishing**, **rich in active ingredients**, **protective** and **essential** at the same time, according to a **health-conscious** choice of **purity of the formulas**.

INSIGHT

OUR LABORATORIES FORMULATE FOR YOU ACCORDING TO SPECIFIC ENVIRONMENTAL AND HEALTH-CONSCIOUS PARAMETERS.

HERE'S WHICH INGREDIENTS WE CHOOSE TO USE AND WHAT NOT!

SLS/SLES FREE

All our shampoos are formulated without **SLS** and **SLES** (Sodium Lauryl Sulfate and Sodium Laureth Sulfate), which are considered aggressive and potentially irritating surfactants. As a replacement, we chose to use a more gentle cleansing agent, the **SODIUM COCETH SULFATE**, derived from Coconut. To use a skin friendly cleansing product means to protect the health and balance of the scalp over time.

MINERAL OIL FREE PETROLATUM FREE

Petrolatum (Paraffinum liquidum) are refined petroleum derivates, have **film-forming properties** that prevent proper ventilation and oxygenation of skin and hair.

We preferred to replace them, wherever possible, with more natural ingredients more dermo-compatible with the same properties, but with fewer unknowns to health. Skin and hair should be free to do the most natural possible thing, breathe.

SILICON FREE

Silicones are inorganic polymers derived from silicon, are produced through some processes of chemical synthesis. It's true that they give immediate softness and shine to the hair, thanks to their film-forming effect, but over time they can damage the hair structure. They obstruct the scales of the cuticle, preventing the active ingredients from penetrating. **That's why we have removed them, wherever possible, from our formulations.**

PARABEN FREE

Parabens are a kind of preservative which is **subject of a controversy**. If they are harmful or not, needed or not, scientific research has not yet ruled definitively. Waiting for an answer that could dissolve any doubts, **we decided to use a safer preservative system.**

ALLERGEN FREE FRAGRANCES

We chose to use only fragrances **without allergens**, to let our treatments be **more gentle** on even the most **sensitive skin** .

COLORANT FREE

All **INSIGHT** products are **colorant free**.

PHYTO AND ORGANIC EXTRACTS

In our formulations the active main ingredients derive from organic agriculture from certified crops. A blend of oils and butter of natural origin work in synergy with these extracts, increasing the action of nuourishment of the hair. To choose organic principle actives means to **protect your wellness**, to **protect workers** who are part of the production, to **safeguard the planet**.

100% MADE IN ITALY

We like to emphasize our Italian **know - how**, from its origins until today. The quality of our product is guaranteed beginning from the laboratory until the final delivery, in over **20** countries worldwide. A value that is a sign of **distinction**, **perfection** and **style**.

FOCUS ON
OZONATED WATER

INSIGHT

WATER IS LIFE

Water is the key ingredient for our production, as well as being a vehiculant of the active ingredients and / or extracts in the product: **THAT'S WHY WE CHOSE TO USE THE OZONATED WATER.**

WHAT'S THE OZONE?

Ozone is a molecule composed of **three oxygen atoms**. Thanks to its oxidation power, it is an **effective disinfectant**, characterized by a great speed of action against the virus, spores, fungi and many other contaminants.

The research carried out during the last years have found out that **ozone** can replace the traditional agents such as **chlorine** and its compounds, having a greater oxidizing power that gives it a **broader antibacterial spectrum**. The ozone, at low concentration percentage, is **non-toxic** and returns to its original form (oxygen) in a short time. Unlike chlorine-based disinfectants, ozone **leaves no residue** and is widely used in the food industries. The use of ozone ensures a **rapid**, **safe**, **deep** and absolutely **ecological sanitisation**.

The **water** for the productions of ELEY® is then treated with ozone and an analysis is performed periodically for **microbiological control**.

FOCUS ON
PET

INSIGHT

PET is the acronym for Polyethylene Terephthalate, a **lightweight** polyester well-known for its **durable**, **transparent** and **easily manageable** properties. These characteristics led us to choose this material for the **INSIGHT bottles** and **jars**. Furthermore, **PET** is part of the **thermoplastics** family: materials that under the effect of heat are transformed in very viscous liquids and can be easily processed: then, decreasing the temperature, they return in the solid state. Because their structure does not undergo significant modifications, they can be submitted several times to remodeling processes using heat: this specificity of **PET** makes it **fully recyclable**. Moreover, **PET** packaging meet the most strict hygiene requirements and have a **high chemical stability**.

To sum up, the characteristics of the **PET** packaging are:

• LIGHTWEIGHT • SAFE • STRONG / SHATTERPROOF • RECYCLABLE • SUSTAINABLE • VERSATILE

DID YOU KNOW THAT...

• The PET bottle was patented in 1973 by chemist Nathaniel Wyeth

• With recycled PET, as well as producing new packaging, you will get fibers for padding, sweaters, carpets, car interiors

• A 50 g plastic bottle can produce, through waste to energy, the energy required to keep turned on a light bulb of 60 watts per hour.

DNV CERTIFICATION
(Det Norske Veritas)

ELEY® has obtained the **ISO 9001 (Quality System)** and **ISO 22716 (GMP - Good manufacturing practice)**. This certification process has allowed us to increase our ability to meet the needs and expectations of our customers, through a better control of production processes.

ISO 9001

To apply the **ISO 9001** regulation within the company means to create an organizational system whose requirements comply with the requirements of the standard. The requirements apply to all business processes, which must be supported by appropriate documentation (quality manual, procedures, work instructions). The goal of an **ISO 9001** quality system is to ensure that the product provided by the company complies with the specified requirements. Thus it shows that the company is able to respond in a coherent and thorough manner to the expectations of the customer and will be able to achieve significant improvements in terms of organizational efficiency and product quality by minimizing waste, avoiding errors and increasing productivity.

ISO 22716 (GMP)
(Good Manufacturing Practice)

The **UNI EN ISO 22716** regulation defines the guidelines for the production, control, storage and shipment of cosmetic products with the aim to guarantee to the customer high standards of safety and sanitation.

GMP is therefore a set of rules that describe the methods, equipment, the means of production and management to ensure the appropriate quality standards. They have as their object both the production and the quality control, are applicable to all kind of cosmetic products and take into account all the factors and activities that are relevant for obtaining a cosmetic product.

TREATMENT PROGRAMS

Tailored for all types of hair, to create your own daily **ritual** of **beauty** and **wellness**.

Each of us has his own **identity**, his **uniqueness**, his **preferences**, his **hair**: this is the reason why we have created for you a **complete system** in which you can choose your right combination.**Your hair has always been our passion.**

DRY HAIR

INSIGHT

A SPECIAL MIX OF INGREDIENTS DESIGNED TO NOURISH DRY AND DULL HAIR, without weighing it down. Revitalizing treatments to strengthen the thin and fragile hair penetrating the capillary material and giving elasticity, volume and softness.

NOURISHING
SHAMPOO

Shampoo with nourishing properties. It offers a deep repairing action of the fiber, to get stronger and healthier looking hair. Hair is softer, from the roots to the tips. Returns elasticity, shine and flexibility to the hair.

Size: 1000ml - 500ml - 100ml

NOURISHING
CONDITIONER

Nourishing conditioner designed for dry and dehydrated hair. Gently detangles, nourishes and deeply repairs dry hair. Restores the shine and softness of the hair.

Size: 1000ml - 500ml - 100ml

NOURISHING
MASK

Mask formulated for dry and dehydrated hair, that from the very first applications appear soft and shiny. It detangles, nourishes and repairs dry hair in depth. It restructures the hair fiber and restores the shine.

Size: 500ml - 250ml

ORGANIC OAT EXTRACT

Calming, Emollient, Reconstructive.

NOURISHING COMPLEX

Coconut Oil, Illipe Butter, Sweet Almond Oil. Softening, Nourishing, Restructurizing.

ANTIOXIDANT

INSIGHT

A LINE OF PRODUCTS BORN TO MEET THE SPECIFIC NEEDS OF THE HAIR EXPOSED BOTH TO WEATHER AND MECHANICAL STRESS, POLLUTION AND DYES. Contains the Organic Carrot Extract, rich in beta-carotene, which protects the hair from the harmful effects of free radicals.

REJUVENATING
SHAMPOO

Shampoo suitable for all hair types. Protects the hair fiber against the harmful effects of free radicals. The Beta-carotene protects the hair from pollutants.

Size: 1000ml - 500ml

REJUVENATING
CONDITIONER

The formula of this conditioner is aimed to invigorate and strengthen the hair fiber from the roots, for stronger and more protected hair. Detangles without weighing hair down.
It has a restructuring, moisturizing and toning effect.

Size: 1000ml - 500ml

REJUVENATING
MASK

Thanks to its special formula, this mask gives a deep nourishment and an intense brightness, protecting the hair fiber.
Smooths the hair fiber intensifying its brightness.

Size: 500ml - 250ml

ORGANIC CARROT EXTRACT
Remineralizing, Soothing, Detangling.

ANTIOXIDANT COMPLEX

Soy Butter, Jojoba Oil, Hazelnut Oil.
Rich In Vitamin E, Soothing, Protective, Fortifying.

DAILY USE

FOR THE DAILY CARE OF EVERY KIND OF HAIR. Eley laboratories have developed a line where the nutritional virtues of organic extracts moisturize the hair and make it healthy and obedient to the touch. Delicate formulations that improve combing and ensure shine from roots to ends.

ENERGIZING
SHAMPOO

Shampoo suitable for frequent use, thanks to its delicate formula. It restores vitality to the hair, leaving it soft and shiny. It respects the natural moisture balance of the hair. Increases the strength of the hair fiber and nourishes the hair deep down to the roots, giving maximum brightness and brilliance.

Size: 1000ml - 500ml - 100ml

ENERGIZING
CONDITIONER

Conditioner with a light moisturizing effect. It nourishes the hair fiber without weighing it down. Its formula, enriched with oils of plant origin, leaves the hair glossy. It respects the natural moisture balance of the hair and doesn't weigh it down. The hair is easier to comb. The Fruit Acids restore vitality to the hair.

Size: 1000ml - 500ml - 100ml

ENERGIZING
MASK

Revitalizing hair mask for a homogeneous hydration, which doesn't weigh down the hair.
It returns vitality to the hair, not weighing it down. Detangles hair, leaving it shiny, soft and easier to comb. The fruit acids return strength and elasticity to the hair.

Size: 500ml - 250ml

ORGANIC LEMON EXTRACT
Revitalizing, Purifying, Antiseptic.

ENERGIZING COMPLEX

Apricot Butter, Sunflower Oil, Corn Germ Oil.
Nourishing, Hydrating, Protective.

ANTI-FRIZZ

INSIGHT

SPECIFIC TREATMENT FOR FRIZZY, DRY AND DIFFICULT TO MANAGE HAIR. The soothing properties of the natural extracts reduce the frizz effect and deeply moisturize the hair fiber. Formulas created to make your hair perfectly smooth and shiny.

HYDRATING
SHAMPOO

Shampoo with high moisturizing and detangling properties. From the first application the hair gains a more silky and shiny look.

Size: 1000ml - 500ml - 100ml

HYDRATING
CONDITIONER

Light hydrating conditioner to counteract the appearance of dull and frizzy hair off. The hair is nourished and relaxed.

Size: 1000ml - 500ml - 100ml

HYDRATING
MASK

Intensive hydrating and smoothing treatment for frizzy hair. It ensures a detangling and invigorating effect.

Size: 500ml - 250ml

ORGANIC LINSEED EXTRACT
Detangling, Anti-frizz, Nourishing.

ANTI-FRIZZ COMPLEX
Cocoa Butter, Cotton Oil, Hemp Oil.
Emollient, Softening.

DAMAGED HAIR

INSIGHT

TO RESTORE THEIR SHINE AND VITALITY, ELEY LABORATORIES HAVE CREATED A SPECIFIC LINE OF INTENSIVE RESTORATIVE TREATMENTS. Harsh chemical treatments, colors, seasonal changes and elevated temperatures are factors that can damage the hair, leaving it brittle, dry, dull and lifeless.

RESTRUCTURIZING
SHAMPOO

Shampoo for a repairing action. Thanks to its formula with nourishing active ingredients, it smooths the hair fiber intensifying its brightness. Strengthens the hair bulb. Gives brightness, elasticity and volume.

Size: 1000ml - 500ml - 100ml

RESTRUCTURIZING
CONDITIONER

The special formula of this conditioner, rich in vitamins and fatty acids, envelops the hair fiber and helps to protect the hair. It nourishes deep down and leaves the hair glossy and shiny. The result is a silky and healthy-looking hair.

Size: 1000ml - 500ml - 100ml

RESTRUCTURIZING
MASK

Mask developed for revitalizing damaged and brittle hair. Thanks to its formula rich in fatty acids and vitamins, is able to penetrate the hair shaft, repairing it in depth. Rebuilds the hair shaft, making it more strong. The result is a silky and healthy-looking hair.

Size: 500ml - 250ml

ORGANIC WHEAT GERM EXTRACT
Moisturizing, Restructurizing, Polishing.

RESTRUCTURIZING COMPLEX

Olive Butter, Argan Oil, Rice Bran Oil. Detangling, Nourishes Hair and Scalp.

COLORED HAIR

INSIGHT

THIS LINE BRIGHTENS AND ENHANCES THE COLOR, REVITALIZING THE HAIR. Thanks to its formula rich of extracts and natural oils, it protects the hair while preserving the brightness of color, which lasts longer and is more resistant to washing.

PROTECTIVE
SHAMPOO

Shampoo specifically studied for colored hair or with highlights, to protect the hair fiber. Deeply nourishes the hair while protecting and extending the life of the color. The hair looks soft and smooth.

Size: 1000ml - 500ml - 100ml

PROTECTIVE
CONDITIONER

It completes the action of the shampoo disentangling the hair without weighing it down. The hair is soft and shiny. It enhances the hair color, protecting its reflections. The hair looks silky and shiny.

Size: 1000ml - 500ml - 100ml

PROTECTIVE
MASK

Antioxidant and protective hair mask. It protects and prolongs the hair color, enhancing its brightness. Protects the hair fiber from external aggressions and enhances the brightness of the color, which is visibly prolonged.

Size: 500ml - 250ml

ORGANIC MACADAMIA OIL

Nourishing,
Protective.

COLOR PROTECTION COMPLEX

Henna Extract, Mango Butter, Grape Seed Oil.
Emollient, Antioxidant.

ANTI-DANDRUFF

Eley laboratories studied a treatment that combines an advanced technology to the properties of natural extracts for a sebum-balancing, purifying and refreshing action.

PURIFYING **SHAMPOO**

Purifying anti dandruff shampoo. It works since the first applications to eliminate dandruff and fight against its reappearance. It has an antiseptic, soothing and balancing effect on irritated skin.

Size: 1000ml - 500ml

PURIFYING **TREATMENT**

Purifying anti dandruff treatment to fight the onset of dandruff. Provides an active treatment to the scalp to soothe the irritation. It has an antiseptic, soothing and balancing effect on irritated skin.

Size: 100ml

LOSS CONTROL

Hair loss is a physiological process, which can be reduced through preventive actions. Eley Laboratories have developed an intensive program in two phases, with the aim to reduce and contrast hair loss.

FORTIFYING **SHAMPOO**

Specific shampoo to prevent hair loss, strengthening the hair. It restores vigor and vitality from the roots up to the tips. It carries out a reinforcing and stimulating action on the hair bulb. It soothes the skin, giving a feeling of freshness.

Size: 1000ml - 500ml

FORTIFYING **TREATMENT**

Reinforcing synergic treatment for the hair bulb, to help preventing hair loss. It stimulates the microcirculation and fortifies the hair fiber. It gives a feeling of freshness to the skin.

Size: 100ml

REBALANCING

Sometimes the hair can look oily, shiny and heavy. In this case, it's necessary to cleanse the hair by choosing a sebum-normalizing shampoo, that doesn't stimulate a further activity of the sebaceous glands and purifies the irritated skin.

SEBUM CONTROL **SHAMPOO**

Deeply cleanses, rebalancing the skin and controlling the excessive sebum production. It has an effective astringent, emollient and soothing action.

Size: 1000ml - 500ml

ROSEMARY EXTRACT
Antibacterial, Fortifying.

ORGANIC HORSE CHESTNUT EXTRACT
Strengthening, Anti-Inflammatory.

REBALANCING PHYTOCOMPLEX
(Organic Extracts of Birch, Grapefruit, Lavender) anti-inflammatory, soothing, refreshing.

PURIFYING COMPLEX
Organic Thyme Extract, Organic Sage Extract. Antiseptic, Soothing.

FORTIFYING COMPLEX
Menthol, Guarana Extract, Organic Echinacea Extract. Energizing, Invigorating, Stimulating.

TEA TREE OIL
purifying, antibacterial.

STYLING

INSIGHT

THE INSIGHT STYLING LINE ALLOWS TO EXPRESS AND REINVENT THEMSELVES EVERY DAY. Among the range of products you can choose those which best suit your personality and your style . At the same time they protect and moisturize the hair, thanks to the nourishing oils and organic extracts , which give strength and vigor to the hair.

STRONG STYLING
GEL

Hair gel with a strong hold, for every kind of style. Styles the hair, leaving it hydrated and shiny.

- Organic ginkgo biloba extract
- Organic aloe extract

Size: 500ml

HOLD CEMENT
GEL

Hair gel with extra-strong hold, for structured styling. It makes your hair shiny and voluminous.

- Organic ginkgo biloba extract
- Organic aloe extract

Size: 250ml - 500ml

OIL NON OIL

Modelling fluid to define and shape the hair in a natural and invisible way. Eliminates frizz. It gives volume and elasticity.

- Organic ginkgo biloba extract
- Organic aloe extract

Size: 250ml

LIQUID *
CRYSTALS

Leaves the hair more shiny and manageable. Brings brightness and hydration. Protects the hair, making it less sensitive to external aggressions and to humidity.

- Organic sesame oil
- Flaxseed oil

Size: 100ml

* It contains Silicones

ORGANIC ALOE EXTRACT
soothing, moisturizing, restorative.

ARGAN BUTTER
nourishing, regenerating.

FLAXSEED OIL
nourishing, polishing, strengthening.

ORGANIC GINGER EXTRACT
strengthening, rich in Vitamin E.

ORGANIC GINKGO BILOBA EXTRACT
toning, firming.

ORGANIC SESAME OIL
moisturizing, restructurizing.

ORGANIC GREEN TEA EXTRACT
antioxidant, anti-radical.

STYLING

INSIGHT

THE INSIGHT STYLING LINE ALLOWS TO EXPRESS AND REINVENT THEMSELVES EVERY DAY. Among the range of products you can choose those which best suit your personality and your style . At the same time they protect and moisturize the hair, thanks to the nourishing oils and organic extracts , which give strength and vigor to the hair.

MOLDING WAX **ELASTIC**	FIBRE PASTE **ELASTIC**	SHAPING * **CREAM**	ECOSPRAY **STRONG HOLD**	HAIR REPAIR * **COMPLEX**
Elastic wax with medium hold. Guarantees a shiny effect for a dynamic and trendy look. It defines shapes, waves and curls.	Fibre paste with medium-strong hold. Matt effect. It's perfect to give volume and to define every detail of the styling.	It provides a long-lasting strong hold. It offers a great support to the roots. Adds volume, direction and control, perfectly defining waves and curls.	Formula without gas, it ensures high definition and support. It doesn't weigh the hair down and resists to humidity. It leaves no residue.	It seals and protects the hair from heat sources and humidity. Effectively repairs the split ends. Moisturizes the hair, leaving it soft and shiny.
• Organic ginger extract • Organic green tea extract	• Organic olive oil • Organic sweet almond extract	• Argan butter • Organic cherry extract	• Organic peach extract • Cotton oil	• Rosehip oil • Organic repair phytocomplex
Size: 90ml	**Size: 90ml**	**Size: 150ml**	**Size: 250ml**	**Size: 50ml**
		* It contains Silicones		* It contains Silicones

ORGANIC SWEET ALMOND EXTRACT
nourishing, emollient.

ORGANIC CHERRY EXTRACT
nourishing, regenerating.

ORGANIC PEACH EXTRACT
remineralizing, antioxidant, rich in Vitamins A and C.

ORGANIC OLIVE OIL
firming, anti-aging.

COTTON OIL
protective, nourishing.

ROSEHIP OIL
regenerating, protective.

ORGANIC REPAIR PHYTOCOMPLEX
(Organic Extracts of Mallow, Althea and Calendula): moisturizing, firming.

INCOLOR

PHYTOPROTEIC COLORING SYSTEM

CHARACTERISTICS

• Low content of ammonia • Pre-naturalized color • Treating base with high conditioning power, thanks to the principle actives of natural origin • Allergen free fragrance • 53 shades available • 60 gr tube • Standard application 1 + 1,5 - application 1:1 to intensify the coverage

RESULTS

• 100% coverage of the most difficult gray hair • High duration of the color treatment • Intense and deep nuances • Softer hair, nourished and restored

VEGETAL PHYTOKERATIN

• Composed by hydrolyzed wheat protein • With amino acids similar to those found in hair and nails • Strengthens the hair fiber • It gives volume and shine

ORGANIC ARGAN OIL

• Referred to as "liquid gold" because of its benefits, this oil makes the hair soft, elastic and easy to comb • It has antioxidant properties due to its high content of Vitamin E • Rich in fatty acids, nourishes and protects the hair during the coloring.

GRAPE SEED BUTTER

• Rich in vitamins and polyphenols • It's well known for its antioxidant properties • It has energizing and restructurizing qualities, which allow a better control of the moisture level of the hair.

INCOLOR IS THE INSIGHT PERMANENT COLORING RANGE. IT'S A HIGH QUALITY COLORING SYSTEM, WHICH GUARANTEES A BRIGHT AND INTENSE COLOR

PHYTOPROTEIC
COLORING CREAM

Coloring treatment with low content of ammonia. Thanks to its formula enriched with principle actives of natural origin, it guarantees a high conditioning power. Allergen free fragrance. It's a pre-naturalized color, hence it doesn't need to be used with a color base to reach the desired effect.

Size: 60ml

* Natural shades available also in 100 ml size

NOURISHING
COLOR ACTIVATOR

Stabilized activator for colouring and bleaching. It ensures the perfect development of every micro-pigment, to obtain intense shades. Allergen free fragrance.

Size: 100ml - 1000ml

RICE PROTEINS
hydrating and protective properties.

Volumes: 10/3% - 20/6% - 30/9% - 40/12%

BLEACHING

TO OBTAIN EXCELLENT RESULTS ON HAIR DURING ANY TECHNICAL SERVICE, A PROPER APPLICATION OF THE BLEACHING POWDERS IS EXTREMELY IMPORTANT. When we talk about bleaching hair, we're referring to a chemical process that lightens the natural pigment of the hair's fibre, melanin. The true hair colour and its intensity are determined by the eumelanin and pheomelanin, by its quantity and by how it's distributed in the cortex. The lightening process bleaches the natural melanin in the hair fibre to the tone you wish to reach.

WHITE BLEACHING POWDER
WITH AMMONIA

Compact bleaching powder, dust free. It doesn't dry the hair and the skin, maintaining the right moisturizing level during the whole bleaching process. It acts quickly and doesn't give off bad odor during application. It has good conditioning properties.

Size: 500 gr

BENEFITS

• Once mixed with oxygen, a creamy paste is created that doesn't drip during application.
• It's safe and easy to use. • It has conditioning properties, thanks to Argan Oil.

HOW TO USE

Mix one part of bleaching powder with 2 parts of activator, until you get a creamy consistency. Leave on the hair until it reaches the desired lightening level.

ORGANIC ARGAN OIL
antioxydant, rich in Vitamin E and fatty acids.

POST CHEMISTRY

INSIGHT

AFTER THE COLORING SERVICE, THE HAIR NEEDS TO RECEIVE A SPECIFIC TREATMENT TO RESTORE THE NATURAL PH OF THE HAIR AND TO HELP CLOSE THE SCALES ON HAIR'S CUTICLE. These products help to maintain a long-lasting beautiful color, ensuring the protection and wellness of the hair.

NEUTRALIZING
SHAMPOO

It gently cleanses, while sealing the pigments inside the hair, improving and extending the life and beauty of the color. It performs an integrative and conditioning action on the hair structure inside the cortex.

Size: 1000ml - 100ml

NEUTRALIZING
MASK

Synergic treatment to use after the neutralizing shampoo. It helps to slow down the oxidation process after the color service, improving the elasticity and shine of the hair. The color is enhanced and protected.

Size: 500ml - 75ml

PHYTOKERATIN

strengthening, volumizing.

PROTECTIVE PHYTOCOMPLEX
(Organic Raspberry and Black Currant Extracts, Pomegranate Extract): moisturizing, antioxidant, rich in Vitamins and flavonoids.

DERMAL PROTECTOR

INSIGHT

TO COMPLETE THE INCOLOR RANGE, WE DECIDED TO INCLUDE A NEW PRODUCT TO PROTECT THE HEALTH OF THE SKIN AGAINST CHEMICAL TREATMENTS.

DERMAL
PROTECTOR

If used before the chemical treatments , this product forms a protective barrier to preserve the health and integrity of the skin .

Size: 150 ml

BENEFITS

• If used before chemical treatments, this product forms a protective screen on the skin, against irritation and reddening. • Helps to prevent skin blotches due to coloring.

HOW TO USE

You can add 3 - 4 drops to technical product before the application or applied directly to the skin before the treatment. It is easy to rinse.

ORGANIC HEMP OIL
antiflammatory,
antioxidant.

MERCHANDISING
COLOR CHART

PMIN002/N - COLOR CHART

- **Color chart** with removable locks. You can also hang it on the wall, thanks to a useful elastic band.

SACHET

PMIN006 / 007 / 008 - TWIN SACHET SHAMPOO 10 ML + CONDITIONER 10 ML

- Available for the ranges **Dry hair, Colored hair** and **Daily use.**

MERCHANDISING
EXPO CUBE FOR HAIRCARE PRODUCTS

PMIN003 – EXPO CUBE FOR HAIRCARE PRODUCTS.

• **9** cubes kit. Easy to assemble, this expo is modular, according to the needs and to the available space of the hair salon.

EXPO CUBE FOR COLORS

PMIN004 – EXPO CUBE FOR COLORS.

• **2** cubes kit. Each cube contains up to **100** pcs of tubes.

MERCHANDISING
WOODEN EXPO

PMIN010 - WOODEN EXPO

EXPO KIT

PMIN014 – EXPO KIT

• Kit **WOODEN PUSH PIN** + **SHELF TALKER** unit: **2** Push pins boxes, **20** pcs each + **1** Shelf talker pad, **40** pcs each

MERCHANDISING
COTTON BAG

PMIN012 – COTTON BAG

- 100% natural cotton bag. **100%** made in Italy

SHOPPER

PMIN009 – SHOPPER.

INSIGHTPROFESSIONAL.IT